



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

## Contract # 198026

**Schedule Dates** 10/06/12-10/09/12  
**Advertiser** Romney/P/R (15707)  
**Agency** American Rambler Production (5128)  
**Product** Political-Political (1088)  
**Brand** Romney for President (67445)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Kincaid, Stephanie  
**Phone/Fax** (202) 567-6193 /  
**CPE** ROMNEY/US PRESIDENT /ADD 10/6-10/9/12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/05/12  
**Last Modified** 10/05/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,170.00  
**Net Total** \$40,630.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  

Month	Spots	Rate
Oct. 2012	19	\$47,800.00
<b>Grand Total:</b>	<b>19</b>	<b>\$47,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	7:57P-SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							2		2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		10/5/12
2.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9:30A- WASHINGTON BUSINESS REPORT								2	2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/5/12
3.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/5/12
4.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/5/12
5.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	10:58A- ABC-THE VIEW		1	1						2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/5/12
6.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/5/12
7.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A		1	1						2	\$200.00	\$400.00	WJLA Arlington (WJLA)		10/5/12
8.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	7:57P- ABC-DANCING WITH THE STARS			2						2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

American Rambler Production  
138 Conant Street  
Beverly, MA 01915

**Contract # 198026**  
Schedule Dates 10/06/12-10/09/12  
Advertiser Romney/P/R (15707)  
Agency American Rambler Production (5128)  
Product Political-Political (1088)  
Brand Romney for President (67445)  
Salesperson Petro, Susan (1110)  
Sales Office WJLA - Core Team  
Buyer Name Kincaid, Stephanie  
Phone/Fax (202) 567-6193 /  
CPE ROMNEY/US PRESIDENT /ADD 10/6-10/9/12  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments

Date Entered 10/05/12  
Last Modified 10/05/12  
Entered By Susan Petro  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$7,170.00  
Net Total \$40,630.00  
Sales Tax

**WJLA Arlington (WJLA)**  
By Broadcast Month Spots Rate  
Oct. 2012 19 \$47,800.00  
Grand Total: 19 \$47,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	6:58P-ABC 7 NEWS SPECIAL			1						1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/5/12
10.0	Normal Line / SPOT	10/08/12-10/09/12	4	:30	6:27P-7P (EST)		1	1						2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at [www.wjla.com](http://www.wjla.com) and are incorporated by reference in their entirety.



WJLA Washington

ROMNEY/P/R - add to Est 483

Author: Susan Petro

Proposal ID: 10657  
Schedule Date: 10/06/2012 - 10/09/2012  
Advertiser: ROMNEY/P/R  
Product: Political-Political  
Agency: AMERICAN RAMBLER PRODUCTION  
Spot Length(s): :30  
Market: Washington, DC (Hagrstwn) [8]

Acct. Exec: Susan Petro  
Phone #: 703-236-9606  
Email: spetro@wjla.com  
Web Site: www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Program Time	SpotLength(s)	OC 6	OC 8	DMA P35+ RTG	W k s	Rate Spots
<b>WJLA</b>						
GM WASHINGTON 5A-6A	:30	--	✓	p0.7	1	\$700.00
GRPs/Impressions				1.4		2
CPP/CPM				\$1,000.00		1,400
Mo-Fr 5:00a-6:00a				Run Dates: 09/27/2008-12/31/2036		
GM WASHINGTON 6A-7A	:30	--	2	p1.1	1	\$1,400.00
GRPs/Impressions				2.2		2
CPP/CPM				\$1,272.73		2,800
Mo-Fr 6:00a-7:00a				Run Dates: 09/27/2008-12/31/2036		
THE VIEW	:30	--	2	p1.8	1	\$2,500.00
GRPs/Impressions				3.6		2
CPP/CPM				\$1,388.89		5,000
Mo-Fr 11:00a-12:00p				Run Dates: 09/27/2008-12/31/2036		
NEWS 7 @ 5	:30	--	✓	p1.9	1	\$2,000.00
GRPs/Impressions				3.8		2
CPP/CPM				\$1,052.63		4,000
Mo-Fr 5:00p-6:00p				Run Dates: 09/27/2008-12/31/2036		
WORLD NEWS ADJ	:30	--	2	2.7	1	\$4,000.00
GRPs/Impressions				5.4		2
CPP/CPM				\$1,481.48		8,000
Mo-Fr 6:27p-6:30p				Run Dates: 09/16/2009-12/31/2036		
JIMMY KIMMEL	:30	--	1	p0.9	1	\$700.00
GRPs/Impressions				0.9		1
CPP/CPM				\$777.78		
Mo-Fr 12:05a-1:05a				Run Dates: 09/27/2008-01/07/2013		
GM WASHINGTON 430A-5A	:30	--	2	p0.6	1	\$200.00
GRPs/Impressions				1.2		2
CPP/CPM				\$333.33		400
Mo-Fr 4:30a-5:00a				Run Dates: 09/03/2010-12/31/2036		
ABC 7 Battleground VA	:30	--	1	*4.0	1	\$3,000.00
GRPs/Impressions				4		1
CPP/CPM				\$750.00		2,000
Tue 7:00p-7:30p				Run Dates: 10/09/2012-10/09/2012		
DANCING RESULTS	:30	--	2	p7.6	1	\$8,000.00
GRPs/Impressions				15.2		2
CPP/CPM				\$1,052.63		16,000
Tue 8:00p-9:00p				Run Dates: 10/09/2012-12/31/2036		
SATURDAY NIGHT COLLEGE FTBL	:30	2	--	p2.1	1	\$2,400.00
GRPs/Impressions				4.2		2
CPP/CPM				\$1,142.86		4,800
Sat 8:00p-11:30p				Run Dates: 09/01/2012-11/24/2012		
Washington Business Report	:30	2	--	p0.2	1	\$1,200.00
GRPs/Impressions				0.4		2
CPP/CPM				\$6,000.00		2,400
Sun 9:30a-10:00a				Run Dates: 01/16/2011-12/31/2036		
ONCE UPON A TIME	:30	1	--	p4.9	1	\$20,000.00
GRPs/Impressions				4.9		1
CPP/CPM				\$4,081.63		
Sun 8:00p-9:00p				Run Dates: 10/23/2011-12/31/2036		



WJLA Washington

ROMNEY/P/R - add to Est 483

Author: Susan Petro

Proposal ID: 10657  
 Schedule Date: 10/06/2012 - 10/09/2012  
 Advertiser: ROMNEY/P/R  
 Product: Political-Political  
 Agency: AMERICAN RAMBLER PRODUCTION  
 Spot Length(s): :30  
 Market: Washington, DC (Hagrstwn) [8]

Acct. Exec: Susan Petro  
 Phone #: 703-236-9606  
 Email: spetro@wjla.com  
 Web Site: www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Program Time	SpotLength(s)	OC 6	OC 8	DMA P35+ RTG	W k s	Rate Spots
<b>WJLA</b>						
666 PARK AVENUE	:30	1	--	p4.3	1	\$6,500.00
GRPs/Impressions				4.3		1
CPP/CPM				\$1,511.63		
Sun 10:00p-11:00p				Run Dates: 09/30/2012-12/31/2036		
<b>WJLA Totals</b>		6	16			<b>\$75,000.00</b>
				GRP/(000)		Spts: 22
				CPP/CPM:		
				Reach:		
				Frequency:		
<b>SubTotal</b>	Agency Commission @ 15%			\$11,250.00		

Approved by: \_\_\_\_\_

*Handwritten: 47,800*

Agency Commission @ 15% \$11,250.00

Approved by: \_\_\_\_\_